

## REMARKS

In an Office Action mailed October 8, 1998, the Examiner rejected claims 1-13 and claim 15 under 35 U.S.C. § 102(e) as being anticipated by Davis, et al. (U.S. Patent No. 5,796,952). The Examiner also rejected Claim 14 under 35 U.S.C. § 102(3) as anticipated by Goldhaber, et al. (U.S. Patent No. 5,794,210). In response, Applicants have amended claims 1, 2, 3, 4, 6, 7, 8, 9, 14, and 15, added new claims and submit the following remarks.

Applicants have amended independent Claims 1, 7 and 14 to claim an advertising system which determines and transmits data corresponding to a target computer hardware profile to select advertising for transmission to the target computer. A typical hardware profile is illustrated in Figure 2, element 210. The hardware profile includes information such as CPU speed, RAM and CPU type. Applicants have also amended independent Claim 14 to include condition action pairs in the rule book. Condition action pairs are described on page 12, lines 4-15. New dependent claims 16 through 20 further define the condition action pairs and indicate that the condition action pairs may include hardware criteria. Applicant respectfully submits that neither the Davis reference nor the Goldhaber reference disclose the claims as amended.

Applicant respectfully submits that the Davis and Goldhaber references monitor a user's activities, specifically activities such as time spent on a website, and amount of data downloaded from a client to track choices and selections made by a user. However, neither reference discloses or suggests determining the hardware configuration of a target computer as well as the preferences of a user in selecting advertising data for transmission to the target computer.


### CONCLUSION

In view of the foregoing, it is believed that all Claims now pending patentably define the subject invention over the prior art of record. Thus Applicants respectfully submit that all pending claims are in condition for allowance and such action is earnestly solicited at the earliest possible date

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

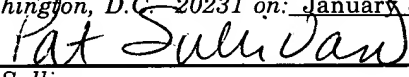
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\_\_\_\_\_  
Kent M. Chen  
Reg. No. 39,630

12400 Wilshire Boulevard, Seventh Floor  
Los Angeles, California 90025  
(714) 557-3800

### CERTIFICATE OF MAILING

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